TEXAS

LIFESTYLE & TRAVEL MAGAZINE

AD SPECIFICATIONS

ONLINE BANNER AD SPECS

Wide Banner Ad
728 x 90 px

320 x 100 px
(mobile)

Side Banner Ad
300 x 250 px

(Include target URL in materials)

(not scaled to actual size)

SPONSORED SOCIAL MEDIA POSTS

- **Facebook:** Link to site, 400 or fewer characters
- **Twitter:** 3–5 images, link to site, 280 or fewer characters, 1–3 hashtags, Twitter handle
- **Instagram:** 3-7 square images minimum 600 x 600 px, ideally 1200 x 800 px, all horizontal. All images to arrive with credits and captions with 400 or fewer characters. **Quality of images is key**: think lifestyle (people doing things or beautiful places) and think Instagram-worthy. 15-20 hashtags and Instagram handles that need to be tagged.

DIGITAL MAGAZINE AD SPECS

Full Page Ad

Final size:
8.375″ x 10.875″

Final size with bleed:
8.5″ x 11″

Horizontal Half Page Ad

8.375″ x 3.8″

- **Safety Zone**: All critical elements must be kept in the safety zone, .25″ from edge.
- **Bleed**: Artwork that extends to the edge must extend .125″ past the edge

All images must be 300 dpi and set to CMYK. Images should be TIFF or EPS. Email all ads to ads@texaslifestylemag.com.